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Define CS, fit into CC

1. CUSTOMER SEGMENT(S) — CS

Who is your customer?
i.e. working parents of 0-5 y.o. kids

Our problem statement identifies working parents with kids between the ages of 0 and 10.

6. CUSTOMER CONSTRAINTS — CC

What constraints prevent your customers from taking action or limit their choices of solutions? i.e. spending power, budget, no cash, network connection, available devices.

Our child tracker service is affordable and just a network connection only, and it works with all modern gadgets.

5. AVAILABLE SOLUTIONS — AS

Which solutions are available to the customers when they face the problem
or need to get the job done? What have they tried in the past? What pros & cons do these solutions have? i.e. pen and paper is an alternative to digital notetaking

The parents receive an emergency call or message if the notification option is unsuccessful.

Explore AS, differentiate

Focus on J&P, tap into BE, understand RC

2. JOBS-TO-BE-DONE / PROBLEMS — J&P

Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides.

The child tracker application must carry out a number of tasks, such as maintaining the child's precise location and alerting the parent if their child is in danger or having any issues.

9. PROBLEM ROOT CAUSE

What is the real reason that this problem exists? What is the back story behind the need to do this job?
i.e. customers have to do it because of the change in regulations.

The issue still exists as a result of these errors. There won't be any information sharing from one person to another without an internet connection, and GPS won't work without a network connection. Given that everything in the world is connected, our child tracking program also functions when connected to the internet.

7. BEHAVIOUR

What does your customer do to address the problem and get the job done?
i.e. directly related: find the right solar panel installer, calculate usage and benefits; indirectly associated: customers spend free time on volunteering work (i.e. Greenpeace)

If a user needs assistance, they can do so by selecting the help option in the application's settings. If they encounter any issues, they can also report them there, and the relevant authorities will look into it.

Focus on J&P, tap into BE, understand RC

Identify strong TR & EM

3. TRIGGERS — TR

What triggers customer to act? i.e. seeing their neighbor installing solar panels and reading about a more efficient solution in the news.

For instance, if both parents are employed, the child would be registered at a daycare facility. The parent would utilize a child tracker program to keep an eye on their child's activities in order to ensure their child's safety. The kid tracker would appeal to other parents at the daycare center, and they would start using it.

10. YOUR SOLUTION — SL

If you are working on an existing business, write down your current solution first, fill in the canvas, and check how much it fits reality. If you are working on a new business proposition, then keep it blank until you fill in the canvas and come up with a solution that fits within customer limitations, solves a problem and matches customer behavior.

Our approach to ensuring the safety of children is to create a child tracker that keeps track of the child's precise location and alerts the parent's child if the child behaves inappropriately or takes the wrong turn. Parents who are also working will feel more comfortable watching over their kids.

8. CHANNELS of BEHAVIOUR — CH

8.1 ONLINE #
What kind of action do customers take online? Extract online channels from #7

If the setting is in online mode, customers can submit a report in the assistance section of the setting choice.

#

8.2 OFFLINE
What kind of actions do customer take offline? Extract offline channels from #7 and use them for customer development.

If the product is offline, customers can send the manufacturer an email or message with their feedback.

4. EMOTIONS BEFORE /AFTER

How do customers feel when they face a problem or a job and afterwards?

i.e. lost, insecure > coefficient, in control-use it in your communication strategy and design

EM

Customers would initially experience anxiety before attempting to solve the issue on their own.